

PRINCETON ALUMNI WEEKLY
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PRINCETON AUTHORS:

ROBERT K. HEIMANN '48, has written a fascinating and beautiful book, *Tobacco and Americans* (McGraw-Hill Book Company, Inc., New York, 265 pages, \$7.50). It's an interesting history of the tobacco tradition and is the first thorough study of the tobacco custom written from the "inside." The author is an executive assistant at the American Tobacco Company and hopes that this book will help to dispel certain popular misconceptions about the tobacco industry and the place of tobacco in civilized society.

In 1604, James I of England issued a "Counterblaste to Tobacco" in which he characterized whiffing as a "vile and stinking custome," and discouraged his subjects from imitating the "barbarous and beastly manners of the wild, Godless and slavish Indians." Things are different in 1960, but this book still has a definite place in a library or smoking room. Mr. Heimann discusses the tobacco industry, the growth of advertising, and the many forms it has taken, the farming of tobacco and the infinite care in planting, shading and curing of the leaf.

The book itself is beautifully printed and the dust jacket and cover combine several delicious shades of brown. It contains many photographs and illustrations and the history is presented in an orderly and delightful style conducive to clear understanding.

Mr. Heimann's interest in writing was well-nourished during his undergraduate days, when he edited the Nassau Sovereign and wrote the WEEKLY's "On the Campus" column. He graduated summa cum laude and Phi Beta Kappa, but says that, like many others, he remembers the "meadowlark among the smokestacks" for friendships and extracurricular activities rather than for the academic life.

He lives in Greenwich, Conn.; his wife is the former Charlotte Parker, a Mount Holyoke graduate, and they have two children, Mark, aged ten and Karla, seven.

Bob says that he is a "see America firster" and spends his summer vacations running rivers—the Snake, the Green, the Colorado. The above picture was taken at river level during a run through the Grand Canyon, and the burlap pipe is said to be filled with Half and Half.

—Patricia W. Hartle, Class Notes Editor.



Robert K. Heimann '48

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